

Development for Conservation

How to Write Killer Fundraising Letters

Presented to

Pennsylvania Land Conservation Conference - 2017

6 May 2017



**DEVELOPMENT
FOR
CONSERVATION**

The Case for Membership Programs

Before we get too far into the specifics, here are some major context points to consider and remember:

1. By “members,” we simply mean donors whose annual gifts are both expected and unrestricted. Members might mean “voting rights” for some organizations, but we are not necessarily using it that way.
2. Members provide the single most reliable – most permanent – source of unrestricted funding available. This is operations money.
3. Membership recruitment rarely breaks even – it’s almost always a revenue negative enterprise. Organizations raise money from membership through renewals and appeals sent to *existing members*. Existing members give between \$25 and \$25,000 on a regular basis. The essential argument for renewal is, “You did it last year. You did it the year before. It’s April. It’s time.” This argument is easy to make and hard to screw up. And it works regardless of the dollar amount you are renewing.
4. Membership is also an important starting point for all major gift cultivation. And sustained membership over a long period of time creates fertile ground for planting seeds of planned giving.
5. Members can be recruited in MANY different ways. One of the most efficient is direct mail, though it’s not the only way. BUT – Members tend to renew the same way they were recruited. Direct mail recruits renew through the mail. Canvass recruits renew off a canvass. Someone who joined from a table or booth at the State Fair will need to see you there again next year to renew. And people who find you on-line to join will need to find you on-line to renew as well. Of all these methods, the one most solidly in your control is direct mail. It’s been the method that has worked the best for years, and it still outperforms everything else out there.
6. We sometimes refer to membership recruitment as “marketing,” and the budget available as the marketing budget. Most organizations with more than 500 or so members have substantial marketing budgets. A good thumb-nail calculation for how much money you need to spend annually to build and sustain a membership of a certain size is to multiply the number of members you want by \$20. So, if your goal is 400 members, your marketing budget should be in the neighborhood of $400 \times 20 = \$8,000$, not including staff time.

7. A good thumb-nail calculation for how many members you need is to divide the amount of operations money you need by \$200. Most land trusts I have met would be stable with 1,000-2,000 members.
8. It is far less expensive to renew current members – through second, third, and fourth letters, or through phone calls and/or visits – than it is to replace them. BEFORE you launch any kind of serious direct mail effort aimed at building membership, make sure you have your renewal systems humming.
9. Most land trusts with membership programs use a monthly renewal system for their membership. It's probably overkill, and if you have a choice, we recommend that you don't start that way. Start by using a "membership drive" model, probably in the spring months, and follow it with an Annual Meeting in early June. Send these same people a fall appeal (with at least one follow-up letter) in early November. You will quickly graduate to a twice per year model with some members renewing in the Spring and getting a Fall Appeal, and other members renewing in the Fall and getting a Spring Appeal.

At 600 members or so, consider dividing them into seasons, with three or four recruitment and renewal pushes each year. Don't go to monthly pushes without a dedicated staff person to run the system. And Remember: even if you have a monthly system in place now, you don't have to mail every month. If you only have six renewal in July, move them into August and skip July!

Context

- By “members” we mean:

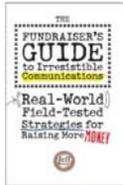
Donors whose annual (or more often) gifts are both expected and unrestricted
- Membership (renewal) money is the easiest money to raise and the hardest to screw up



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Acknowledgements

- Jeff Brooks, The Fundraiser’s Guide to Irresistible Communications
- The Nature Conservancy




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Context

- The “Direct Mail” appeal letters we will discuss this afternoon relate to

ASKING CURRENT MEMBERS FOR AN APPEAL GIFT THIS YEAR

NOT renewing members



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Nine Rules for Writing Irresistible Appeals



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Context

OR

ASKING NON MEMBERS TO “JOIN” MAKE A FIRST GIFT



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Rule #1

If you’re not testing, you’re not learning.




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Testing

- A/B Tests – make sure everything else is held constant
- Code the response cards
- Make sure each test group is demographically identical



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Why People Give

People give because they believe:

- what you are doing is worth doing,
- you can get it done, and
- their gift will make a difference.



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To get an A/B List

- Start with an Excel spreadsheet file of the mailing list
- Sort by zipcode first and then by street address
- Create a new column "A"
- A1 = 1
- A2 = if(A1=2,1,A1+1)
- Copy that formula for each cell below A2



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Editing

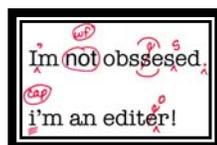
- Every number in your draft letter is suspect. Take 'em out.
- Use the we/us/our filter: do these pronouns include the reader?



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Rule #2

The secret to good writing is in the editing.



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Editing

- Use the Flesch-Kincaid reading ease tool and write letters at the 6th grade level (OK, maybe 8th)
- Is there an ask on each page? Is the ask clear and obvious?



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Sample from Vermont

Because our work is not just about a legal transaction, but about building relationships over time and providing an ongoing service, we give our members the opportunity to make additional gifts during their membership year. Today I ask you to please consider making that extra gift.



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Let's make 2016 even better!

You can help by making a \$100 holiday donation today. Together, we will create, support, & protect the Ice Age Trail – one step at a time!



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Sample from Oregon

Please contribute to this effort and please join us on upcoming *Connect with the Land* tours, volunteer work parties and gatherings at Green Island and other MRT protected lands. And help spread the word on how your investments in clean water and shade trees bring smiles, and happiness, and life to a river. Thank you for your support of the McKenzie River Trust.



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Rule #3

Don't tell me, SHOW me.

(In words, that is)



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Sample from Wisconsin

Your holiday donation of \$100 will go a long way toward helping us with our mission to create, support, & protect the Ice Age Trail. Will you help us make 2016 even better?



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Tell a Story

- Stories convey emotion
- Stories stimulate the imagination
- Stories move us to action
- Make it a story about one person
- Make it first person
- Make the donor the hero



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Rule #4



Technique matters.

(Don't trust yourself and don't trust your donors when it comes to technique.)



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Design

- 13 pt type
- 1.15 pt line spacing
- Double space between paragraphs
- 1.25 inch margins
- Serif font
- High contrast paper
- Minimal graphics; no print over graphics



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Useful Techniques

- Write longer letters
- Include a PS Note
- Communicate urgency
- Tell a story, or several
- Be corny, be obvious
- Clearly ask for a specific amount of money
- Have an ask on every page



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Rule #6

Have a Call to Action.
Make it urgent.
Make it specific.




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Rule #5

Design for older, female eyes.




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Specificity

Your support could bring hope to some special kids.

Your gift of \$25 or more – sent by December 31 – will give low-income kids in our community soccer uniforms, so they can compete joyfully in this character-building sport.



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Please join today with a gift of \$100 or more. Help make it possible for James and thousands like him to learn about nature. To even imagine that he could be a Naturalist.



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Response Cards

- Keep it simple
- Include a space for email and phone numbers
- Have several boxes for gift amounts, but not too many
- “Other” is outside the largest gift amount, not the smallest
- Use the reverse side for a special message



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Rule #7

Segment your file.

Tailor the response cards.



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Rule #8

Texture Matters



Segmentation

- Board and former board members
- \$1,000-plus members
- \$250-999 members
- \$100-249 members
- \$99-minus members
- Lapsed members
- Event only donors



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Texture Ideas

- Include a real photo
- Include a leaf or pressed flower
- Or Bookmark
- Use a real stamp
- Use a textured stock



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Non-Traditional Looks

- Newsprint
- Greeting Cards
- Postcards
- Multichannel Communications



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Rule #9

Rewrite your letters to be donor-centric.



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THANK YOU!



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Terminology & Tips

In-House List = names from your database who are not currently giving. Includes past donors, booth/event attendees, volunteers, recommendations from your board, “collected” names (local leaders, shoreline owners, etc)

External lists = rented or compiled lists from other sources.

List broker = someone who can help you find and acquire the kinds of lists you want.

- INHF’s list broker: Cheryl Piry - Belardi Ostroy, 3030 Bridgeway, Suite 222, Sausalito CA 94965. 415-886-6110 cherylp@belardiostroy.com
- Lists can be purchased by zipcode, and can be narrowed by demographics. INHF generally orders “homeowners” (ever since we accidentally mailed to a few hundred college students in dorms).
- Some lists will have a minimum purchase – usually 5,000 names
- **Data Card** for the list helps you align list demographics with your current membership demographics. List brokers can provide data cards for available lists and perhaps give you ideas.

Joint marketing = partnering with an organization or business who shares your values and matches your brand – and together, you send an introductory offer to each other’s lists

NCOA = National Change of Address. “Scrubbing” your lists through NCOA makes sure they are current addresses, in proper postal format, and includes 9-digit zip codes. NCOA also provides a list of address changes to update your records and a report of those that are undeliverable. NCOA is required to qualify for postal discounts like non-profit bulk rate. It costs about \$35 to run NCOA and de-dupe a list.

Merge/purge = the two-step process of compiling multiple lists into a single list for your mailing.

Merge = blend your lists, taking out duplicate names that are included in more than one list

Purge = match your current donors against the merged list, and remove their names so they don’t receive the appeal

Mail house (*mail handler, mail services*) = a firm that specializes in merging, purging, lasering personalization, stuffing, sorting for postal discounts, and mailing your appeal. Some printers provide these services.

Want to merge & purge it yourself?

- Use NCOA first. Sort by 9-digit zip.
- Allow plenty of time. Be prepared to “fix” lists: Many have lousy input.
- Volunteer task? Only if it’s OK that they see your current donor list...

Postal resources: gateway.USPS.com is the business customer gateway – best source of basic information about bulk mail permits and discount rates/requirements for mailings with 200+ pieces. Get to know a helpful person at your local Bulk Mail Department at the post office.

Basic analysis terminology

Response rate = % of people who sent a gift.

Divide the number of gifts you received, by the number of letters you mailed.

Expect less than 1% response.

Average gift = Total dollar amount of gifts you received, divided by the number of gifts received.

Advanced analysis opportunities

Retention

Find the new donors from a past appeal, and look at their later behavior. What % of them renewed support the following year—or over multiple years? What is the average amount of their subsequent gifts? Did any become major donors, planned gift donors, or new volunteers? This “look back” helps to:

- predict how soon you’ll see a return on the investment you make in seeking new donors
- know if new donors from certain list sources tend to stay more engaged with you than others

A/B Test

Randomly but evenly split your list in half, then change one factor in the mailing on half the pieces. Then compare how people responded to the changed factor. On reply form and on gift entry, include the list name AND the A/B code, and analyze each half of the list separately.

Profit/loss per thousand per list

This is useful if you are testing a number of lists against one another. Add the cost of this list plus the cost of printing/mailing to this list (*i.e. per-piece costs x the number of pieces you mailed to this*).

Subtract the costs you just calculated from the total revenue received from this list. Divide this net amount by the number of pieces mailed, then multiply by 1,000. This “profit or loss per thousand pieces” makes it possible to easily compare the immediate profitability of one list vs. another.

Free Personal Tips

If you have questions about the technical side of producing an appeal for new donors, we invite you to contact:

Stacy Nelson
Membership Coordinator
Iowa Natural Heritage Foundation
SNelson@inhf.org
515-288-1846

Stacy has produced INHF’s prospecting mailings for several years, and she would love to “give back” to you some of what she’s learned from the land trust community!

Mail handling of direct mail package, Iowa Natural Heritage Foundation

This mailing will involve merging multiple lists into one, then deleting duplicates and any names that also appear on the INHF Do Not Mail (DNM) list. The DNM list includes current INHF members, those we know to be deceased or folks who request not to receive mail from us.

Our goals are:

1. accuracy as well as timeliness
2. **to be sure NOT to mail to our current donors under any circumstances**
3. to retain as many purchased names as possible - while eliminating multiple mailings to a home to a reasonable degree
4. obtain reporting on various parts of the mailing (listed below)

Lists

INHF will provide:

- INHF database list (lapsed donors)
- INHF Do Not Mail list

Three other lists are coming from list broker.

List prep

We want to retain as many names as possible when merging the lists. If a name is on the INHF list and on a purchased list, we prefer to retain the name from our INHF list. Below are the lists and their list codes (which will be printed on reply forms). Please merge and delete duplication from all purchased lists **in the following order**:

- INHF database**
- List A**
- List B**
- List C**

When merging/purging the *purchased lists*:

- Use relatively tight comparison (such as full last name and street address) to retain as many names as reasonably possible
- Apartments are okay, but we want to avoid multiple mailings to a single resident if possible

PURGE

- Scrub the merged list OF PURCHASED NAMES ONLY against the **Do Not Mail** list provided by INHF. (The INHF Database list should not be matched against the Do Not Mail suppression list; this was done before providing the INHF lists to you.)
- Please use **very loose** matching requirements on the purge to be sure that none of our members are included in the mailing. **We do not want mail going to these homes under any conditions.** Please delete all names that *MIGHT* be a duplicate with the INHF list. An exact match is not necessary. For example, if a member in an apartment building shares a street address with other purchased names from that location, we would rather lose the names from the whole building than have the member be asked to “join”.
- One last de-dupe query of the final list against the Do Not Mail list would be appreciated to double check one last time that these names have indeed been removed.

Reports

Please provide the following reporting:

- quantity mailed for each list after the merge/purge.
- addresses removed from INHF database list as bad addresses or undeliverable
- Copy of the post office forms showing the date, # mailed, and costs

Questions? Please contact Stacy with any questions at 515 288-1846 or snelson@inhf.org .

Writing and Editing Fundraising Letters

Writing and editing fundraising letters is better thought of as an exercise in technical writing, than as writing actual letters. There are techniques, rules, and form to the exercise that, if followed closely, will help you raise more money. Many of these techniques are counter-intuitive. But they are accepted because when they are tested against a control, they outperform the control. If any one of them strikes you as wrong for your organization, we suggest that you test it before you accept a different idea.

Rules for writing letters:

- Start with a story. Return to the story at several points in the letter.
- List your board members down the left hand side of the first page.
- Use 1.25" margins, 13pt type, and double space between paragraphs.
- Run the letter to four pages.
- Use graphics **ONLY** to draw attention to specific points in the text.
- Don't use photos and if you do anyway, never type words over them.
- Always include a PS note and use the PS to reiterate the urgency in the letter.
- Ask for a specific amount of money.
- Ask on every page.

Rules for editing letters:

- 90% of all the numbers that get put in letters are unimpressive and meaningless. Take them out. When you leave a number in, make sure it's a number the reader can relate to. Hint: few people know how big an acre is.
- Go through your letter with a highlighter and mark every mention of the pronouns "we," "us," and "our." If they don't explicitly include the reader, change them such that they do. For example, "We live in a beautiful place," includes the reader. "Your gift will help accelerate our work," does not.
- Measure the readability of the letter on the Flesch-Kincaid scale (available through Microsoft Word). Edit to a 6-8th grade level by reducing compound subjects and predicates, limiting four-syllable words, and writing consistently in the active voice.
- Is there a clear ask on every page? Is the ask specific? If not, build one in.



NORTHEAST WISCONSIN
LAND TRUST
Preserving Our Natural Heritage

14 Tri-Park Way, Suite 1
Appleton, WI 54914
(920) 738-7265

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August 10, 2016

Dear David and Katherine Allen,

Northeast Wisconsin Land Trust has much to be thankful for and to celebrate this year. This is the year that marks our 20th anniversary!

We are writing to you to tell you how much we value your support, it has helped us achieve so much over the past two decades and we miss hearing from you.

The land trust and the warm and caring community that occupy northeast Wisconsin, have spent countless hours restoring natural land and preserving water and wildlife. You have helped keep northeast Wisconsin a beautiful and healthy place! And because of you we have been able to conserve thousands of acres of natural beauty, threatened species and irreplaceable resources.



After 20 years of hard work, we are pleased to announce that Northeast Wisconsin Land Trust has been named Land Trust of the Year! This tremendous award, presented to us by Gathering Waters, is more than an honor.

We have so many generous people to thank. Thank you to our members, board, partners, volunteers and residents of northeast Wisconsin. And thank you to those special members of the community that return a donation today. It is vital to keep our conservation work on track.





Over the last 20 years, the community has created a lasting legacy of land conservation that will continue on for another 20 years.

Without your help we could not have done any of it. We would not have been able to protect the 638 acres of wetlands, 31 miles of undisturbed shorelines and the 9 public preserves.

You have helped protect more than 5,000 acres of land preserved in perpetuity!

You play such a crucial role in helping us preserve land across northeast Wisconsin. Therefore, we urge you to renew your membership with the land trust today. With your help, we can continue the amazing conservation work we do in northeast Wisconsin.

With a donation from you today, we can work together to make a difference to those people, wild spots, and wildlife that rely on it so much.

Warm regards,

Thank you for your commitment to conservation,

Deborah Nett
Executive Director

Deb



We abuse land because we regard it as a commodity belonging to us. When we see land as a community to which we belong, we may begin to use it with love and respect.

-Aldo Leopold, A Sand

DATE

NAME

ADDRESS

ADDRESS

CITY, STATE ZIP

DEAR _____

“This is the way school should always be,” said Lacy.

This from a high school student who really didn’t want to be here three hours earlier.

It made my heart sing.

The naturalists at San Joaquin River Parkway and Conservation Trust work with kids every day whose outdoor experience is mostly from the door to the car.

And I worry every day – as I’m sure you do – that this planet’s survival will come down to small decisions *these kids* make as adults. And the values they pass to *their* children.

That’s what makes protected areas like Sycamore Island and programs like the school field trips so important. This is the place where learning about the world happens - because this is the place you touch it.

Sycamore Island is a place that *people like you make happen* through year-end gifts to San Joaquin River Parkway. And that’s why I’m writing to you today – to ask that you **make a gift this year.**

Because supporting a place where miracles happen is worth it.

A bus load of kids arrives. There is a general air of excitement at being away from school, but the kids aren't focused. Several grumble right away about having to go outside, about the weather and the group assignments, and about everything else going on with middle and high-school kids.

Three hours later, the shy one who didn't really want to be here gives a presentation on owl pellets – from memory with no notes – smiling and laughing the entire time.

Miracles.

Your gift of \$50, \$100 or more – sent by December 31 - will help provide dozens of field trips for hundreds of kids as they explore nature.

And that brings me back to Lacy. Actually, I need to stop there and tell you that Lacy is not her real name. But her story is real! And you helped make it happen.

We were at Sycamore Island looking at owl pellets. The sun was blazing overhead. The air was dry and hot. And each of the fourteen teenagers was handed a fur ball the size of a golf ball.

The naturalist explained that owls eat all sorts of things. Their stomachs digest as much as they can, and they throw the rest up – mostly fur and bones. Our job will be to pull apart the fur ball and look at the tiny bones to see what they had for dinner.

“Right,” thought Lacy. *“I’m not touching that thing.”*

And then she did. Call it peer pressure. Probably combined with a measure of morbid curiosity (there's really bones in there?). And then she found the tiny skull. It got interesting. She looked through a magnifying glass at the tiny teeth. And she compared what she saw with the identification key.

Lacy's owl pellet contained the skull of a short-tailed shrew.

Suddenly, another little piece of the world made sense to Lacy – maybe for the first time. Things can be known. They can be named. And we can learn how to identify them.

In the words of Aldo Leopold, Lacy began to “see the land, to understand what she sees, and enjoy what she understands.”

Later, when we were gathering again to get on the bus, Lacy told me she wished every class could be like this. Not just reading about stuff. Doing stuff. She sounded *happy*.

It made my heart sing.

The San Joaquin River Parkway and Conservation Trust is an organization dedicated to protecting the river and the nature it supports. And to making that land available for education and recreation. Scientists, naturalists, volunteers, and students come here to protect and restore land, build trails, and learn about nature - including what owls eat for dinner.

The vision for creating the parkway was conceived by people just like you nearly 30 years ago. Now much of that vision has been realized. Thousands of acres have been protected forever.

Places where children like Lacy can learn, discover, understand, and enjoy.

This is where you come in. **This is where your gift of \$50, \$100**, or more can make a real difference for teens like Lacy. You understand the “mental and physical benefits” of being in nature and learning outside. And you also understand that not everyone “gets it.”

Please make a special gift to the Parkway this fall.
Please write a check today.

The children we serve at Sycamore Island are the future of our planet. By reaching them now, we make conservationists and land stewards of them tomorrow.

Will Lacy and her friends be ready when it's their turn to make little decisions that affect the planet? Where will the next generation of San Joaquin conservation leaders come from?

**Please be a part of that answer;
please be a part of that tomorrow.**

You can help by making a gift to the San Joaquin River Parkway right now, this year. Please consider **a gift of \$50 or \$100**. If you can do more, please be as generous as possible. If not, please find a number that is right for you.

No gift is too small to **support more tomorrow's environmental leaders** – like Lacy! – as they take part in programs next year.

If you have any questions about the Parkway or any of these projects or programs, please contact me personally at 559-248-8480, ext. 105.

Thank you,

Sharon Weaver
Executive Director

PS: Don't forget to make your donation BEFORE December 31st!



June 15, 2016

*"In every walk with nature, one
receives far more than he seeks"*

- John Muir, American environmentalist



Dear David Allen,

It's one of my favorite quotes. For some it might conjure images of wilderness. Certainly Muir could have been thinking of his beloved Sierra Nevada Mountains in California. But it works on a much smaller scale too - right here in Cleveland.

When I was a child, I recall many personal moments of wonder with nature. Holding leaves up to sunlight, tracking ants as they wandered their patch of earth, and inspecting robin nests as they took shape in nearby trees. Did you have similar moments? That we remember these brief up-close encounters with nature tells us they matter.

In fact, being able to "walk with nature" in your neighborhood is a key measure of your quality of life. That's why the urban conservation work of West Creek Conservancy is so important.

Greater Cleveland has many unmet opportunities to address an enormous need – the need to connect people with nature. West Creek Conservancy is working to fix that. Our conservation programs also ensure cleaner air and water for all of us right here where we live.

West Creek Conservancy has saved hundreds of properties for conservation in Cuyahoga County. Where once nothing was protected, now over 1,000 acres are conserved to improve the health of our environment and to be available for people to explore and enjoy.

Our work has real impact. Consider these recent examples:

- **Restoring Habitat:** A family inherited their childhood property in Bedford with a vision to transform it into a protected greenspace honoring the memory of their mother. The parcel sits along Bear Creek, which flows into Tinker's Creek, the largest tributary of the Cuyahoga River. Working with Tinker's Creek Watershed Partners, the City of Bedford, Cuyahoga Land Bank, and the family, West Creek Conservancy assumed ownership of the four-acre property, restored the floodplain, and now maintains it as a living memorial for the public to enjoy.
- **Public Access:** Due to dense surrounding development, public access to urban parks can be a challenge. West Creek Reservation in Parma is tightly bordered by residential lots and other private lands, limiting access. Following years of landowner negotiations, West Creek Conservancy acquired a half-acre private property along one edge of the park which will now allow creation of a trailhead and convenient public access to the park.



- **Preserving Headwaters:** One of the largest undeveloped natural areas remaining along Baldwin Creek, a tributary of Rocky River, is found at the border of North Royalton and Parma. Two parcels containing 17 acres of outstanding floodplain and riparian habitat were acquired by West Creek Conservancy. Protecting such headwater streams sustains healthy biological communities and ultimately helps keep Lake Erie - our source of drinking water - clean.

- **Large Land Projects:** The staff of West Creek Conservancy works diligently to identify beneficial projects, negotiate with landowners, and apply for funding from various sources. Earlier this year, the Clean Ohio Greenspace Conservation Fund awarded the Conservancy a grant for several major projects totaling almost 300 acres. This includes reclaiming the Parmadale institutional land in Parma and preserving about 200 wooded acres in Valley View.

Help us carry out these programs and our other vital work.

With your support West Creek Conservancy is transforming lives and land throughout Greater Cleveland, cleaning the air we breathe and water we drink, and enriching the community.

Thank you for your previous generosity and I invite you to continue such support of West Creek Conservancy. Your donation will help support the work we do so that everyone can walk with nature. Learn more at www.westcreek.org.

Sincerely,

Jeffrey W. Lennartz
Chairman

Our mission is to enrich the lives of people in Greater Cleveland by conserving natural habitats, restoring the ecological value and sustainability of urban lands, and expanding neighborhood opportunities to experience nature.

www.westcreek.org / 216.749.3720



GALVESTON BAY FOUNDATION

Protecting the natural resources of Galveston Bay since 1987

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Dear XXX,

Dear «Short_Salutation»:

As President of the Galveston Bay Foundation (GBF), I am writing **to tell you about the importance of Galveston Bay and to invite you to become a member of the Galveston Bay Foundation.** We have worked together with the Houston/Galveston community for twenty-nine years to protect and preserve this wonderful asset and we know that we can work together with your support to do even more over the next thirty years.

We recently issued our **Galveston Bay Report Card that documented the health of Galveston Bay.** It was covered widely by local media outlets like the Houston Chronicle and the Galveston County Daily News. It tells an important story about the health of Galveston Bay, but the news was not all good.

The Bay received **an overall grade of “C,”** which we labeled “adequate for now.” We graded six categories of indicators of Bay health: water quality, wildlife, pollution events and sources, habitat, coastal change, and human health risks.

Become a Galveston Bay Foundation Member Today!

Yes! I want to join Galveston Bay Foundation and help improve the health of Galveston Bay.

\$1,000 \$500 \$250 \$100 \$50 Other _____

Payment method

Enclosed is my check made payable to **Galveston Bay Foundation.**

Credit Card: Visa MasterCard American Express Discover

Name _____

Number: _____ Exp. Date: _____

Address _____

Signature: _____ Date: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone #: _____

The grades of those indicators ranged from “D” to “A” with one “D”, four “Cs,” and one “A.”

Although the average of “C” was labeled adequate for now, **our question for you is, is a “C” really acceptable?** Can we and should we do better?

We have been working since 1987 to improve the health of Galveston Bay through our programs in habitat restoration, land conservation, water quality, and education. **We can work together to continue those efforts and raise the grade for the health of Galveston Bay.**

Many of our programs have already been designed to improve the health of the Bay. But we can do more. For instance, GBF has been working to restore and conserve **habitat** nearly since our inception. But sadly, freshwater wetlands, underwater sea-grasses, and oyster reefs have declined over time.

The Galveston Bay Foundation is helping to reverse this trend by:

- Conserving land through either the outright purchase of environmentally important properties or through conservation easements that protect the land from development for perpetuity. We have recently purchased conservation easements in Brazoria, Chambers and Harris Counties, bringing our total to over 8,000 acres protected.

In looking at **wildlife**, finfish and bird populations are maintaining, but many shellfish populations, including blue crab and some species of shrimp, have been declining.

The Galveston Bay Foundation is protecting wildlife by:

- Conducting restoration projects all around the Bay that enhance wildlife habitat, including shoreline protection, marine debris removal, oyster reef restoration, invasive species control, and the establishment of native grasses and trees.



Protecting the natural resources of Galveston Bay since 1987

To address **pollution events & sources**, the Galveston Bay Foundation is utilizing our expertise to combat threats by:

- Providing information to the general public and technical review of documents and demanding that the EPA require the responsible parties to remove the waste from the site and ensure a permanent clean-up of the San Jacinto River Waste Pits Superfund Site.

One indicator in the Report Card, namely **water quality**, received a grade of A. That's very good news, but the human population in the Galveston Bay watershed is growing. More land will be developed for homes, businesses, and transportation. As that happens, new safeguards will be needed to ensure water quality.

Galveston Bay Foundation conducts multiple outreach programs designed to educate the general public about how they can protect water quality.

- Our Rain Barrel Workshops educates participants and provides them a rain barrel and connector kit so they can easily adopt a sustainable landscape practice to improve water quality and conserve our freshwater resources.
- Our new Cease the Grease Campaign educates the community that putting fats, oils, and grease (FOG) down the drain leads to sewer overflows which pollute Galveston Bay with harmful bacteria. The campaign's website features tips on properly disposing of fats, oils, and grease: www.ceasethegrease.net.

Join with us to make a permanent difference for Galveston Bay! GBF has made great strides in the past several years with the expansion of some of our key programs. As we look to the future, we continue to focus on habitat protection and restoration, water quality, water quantity, and education.

We have ambitious goals moving forward including:

- Continuing our land acquisition and conservation easement efforts, increasing our conservation portfolio to over 9,000 protected acres within the Galveston Bay watershed.
- Expanding our Get Hip to Habitat education program which has grown from 73 students in 2006 to 1,949 students from 22 schools in 2015, with a goal of serving 2,200 students through 25 schools and planting over 2 acres of restored marsh in 2016 – 17 school year.

- Continuing to educate the general public and provide tools they can utilize to protect water quality, including reaching over 400,000 people through our Cease the Grease Campaign and launching two cooking oil recycling stations to prevent raw sewage from entering the Bay from pipes clogged with fats, oils, and grease.

With your help, we will make strides in improving the health of Galveston Bay as we continue our efforts to protect this vital and cherished natural resource. **Become a member today to be part of these projects and so much more across Galveston Bay.**

Please return your donation in the enclosed envelope today to ensure that GBF can continue its important work on behalf of Galveston Bay. You can also donate online at www.galvbay.org. With your membership, you will receive the GBF Gazette, monthly e-newsletter updates, an invitation to our annual and quarterly meetings, and the opportunity to participate in our community-based restoration events. Thank you for your consideration.

Sincerely,



Bob Stokes
President, Galveston Bay Foundation

P.S. **Join today** to take action for our great local natural resource: Galveston Bay. **Be part of the efforts to improve the health of Galveston Bay** and ensure that our kids and grandkids will enjoy a clean, healthy Galveston Bay in the future.

DAVID ALLEN

I am a non-profit organizational development consultant. I work with organization boards to help their members learn how to be better leaders and advocates.

My background includes 30 years working in membership fundraising, major donor development, communications, and marketing. I worked for about half that time for Nature Conservancy (TNC) chapters in Oregon, Texas, and Wisconsin. In addition to my duties for the individual chapters, I served TNC as an internal fundraising consultant and major donor development trainer.



In 2000, served as the vice-president of operations for the Wisconsin-based, international conservation organization Sand County Foundation, a position I held through mid-2009.

Gathering Waters Conservancy, a land trust service agency based in Wisconsin, called me in 2002 to ask whether I would be interested in teaching a seminar for Wisconsin land trusts on major donor development. From 2002, then, through 2009, I consulted on a nights and weekends basis with just a few clients each year.

In March of 2009, I launched my consulting business full-time using the name **Development for Conservation**.

Also in 2009, I partnered with Peter McKeever and Nancy Moore to form Conservation Consulting Group. Together we help land trusts prepare for accreditation by providing assessment, planning, and leadership coaching services.

I consider myself a strategic thinker, problem solver, facilitator, educator, and program developer who brings a particular passion for conservation and the environment.

Practice Competencies

Fundraising

- Development Audit
- Staff/Board Training and Development
- Major Gift Coaching
- Capital Campaigns

Organizational Development

- Strategy Development
- Practice & Process Assessment
- Problem Solving Facilitation
- Marketing

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